

# 3 Cornerstones of Constituent Engagement

How to protect privacy,  
improve user experience,  
and make services  
accessible on the go.



## Introduction

States are improving digital experience by meeting residents where they are to deliver government services. Whether it's simplifying yearly interactions or streamlining access to as-needed relief, the same foundational elements apply: strengthening communication, fostering constructive engagement, and transforming service delivery while safeguarding constituent privacy.

Tackling all these goals at once can seem daunting. But states can address them with a strategy built on three vital technology pillars:

- ✓ Identity and access management (IAM) and single sign-on (SSO) to protect data and standardize customer account policies.
- ✓ Chatbots powered by generative artificial intelligence (GenAI) to enhance conversations with residents.
- ✓ Mobile apps to create a curated guide to public services.

## 1. Protect and Standardize Account Policies

Resident engagement often begins with an interaction with a resident's account. Personalizing these interactions requires robust IAM tools so agencies can respond appropriately to resident needs and measure satisfaction. Incorporating SSO streamlines user account logins and simplifies IAM oversight. Modern IAM and SSO solutions create a central, unified experience for agencies and the public.

"Centralization focuses energy and creates consistency on security," says Nick Winston, senior director of product strategy for Tyler Technologies, which specializes in public sector software.

## Opportunities

**Reducing credential fatigue.** SSO gives users a single credential across all digital services, so they don't need separate logins for each agency or department.

**Nurturing trust.** Fluid, easy-to-use digital services encourage adoption and bolster your reputation for reliability.

**Tightening security.** IAM helps enforce least-privilege access, making it significantly harder for cybercriminals to exploit stolen or fake credentials.

**Expanding scalability.** Modern, cloud-based applications let you easily scale to meet changing user needs.

**Personalizing and streamlining engagements.** Automation reduces unnecessary procedures and uses data to customize online interactions. Residents seeking driver's licenses and fishing licenses, for instance, have much different expectations. Modern IAM software can make these crucial distinctions.

## Implementation Challenges

**Policy alignment.** Rules for passwords, multifactor authentication, system access, and other identity variables must be reconciled across multiple agencies and departments.

**Technical integration.** Modern IAM and SSO applications must integrate seamlessly with legacy software and vendor tools.

**Data migration.** On-premises identity data may have to be securely migrated to cloud environments without disrupting operations.

**Budget resources.** Elected officials and agency executives will need to support investments in modernization.



### Best Practices

- ✓ **Form a cross-functional steering group.** People with expertise across legal issues, compliance, security, and business requirements should be part of the conversation.
- ✓ **Take a resident-centric approach that creates standard processes.** Deploy solutions in phases, and apply lessons learned as you progress.
- ✓ **Be proactive about change management.** Appoint champions to encourage user adoption. Set aside time and resources for training.

### KPIs

- ✓ Adoption rates.
- ✓ User engagement.
- ✓ Constituent satisfaction.

## 2. Enhance Resident Satisfaction

Chatbots are standard for many government agencies to provide quick information and answer frequently asked questions. But next-generation GenAI chatbots facilitate deeper engagement with residents, connecting them with services across agency lines.

### Opportunities

**Simplifying interactions.** Residents can ask questions and receive answers in natural, conversational language, which is more intuitive than clicking through a website.

**Expanding access.** Chatbot assistants are available 24/7, reducing constituent wait times and frustration.

**Improving equity.** Real-time translation capabilities let constituents engage in the language they prefer.

GenAI chatbots can facilitate deeper engagement with residents, connecting them with services across agency lines.

**Boosting productivity.** Chatbots reduce demand on state contact centers — cutting costs and sparing support agents from answering queries that can be better handled by automation.

### Implementation Challenges

**Accuracy and ethics.** GenAI can produce inaccuracies, hallucinations, and biased responses. Agencies must monitor usage and seek user feedback to flag these kinds of issues and prevent them.

**Integration.** Chatbots must integrate data from multiple systems, data sets, and applications.

### Best Practices

- ✓ **Involve** the right stakeholders to ensure chatbots support enterprisewide needs and missions.
- ✓ **Develop governance,** guardrails, and review processes to ensure accuracy and reduce hallucinations.
- ✓ **Continuously monitor** chatbot performance and adherence to standards for accuracy, ethics, and responsibility.

### KPIs

- ✓ Number of questions resolved.
- ✓ Speed to resolution.
- ✓ Call/contact center volume reduction.
- ✓ User satisfaction scores.



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### 3. Adapt to Resident Expectations

Mobile apps let agencies use smartphone capabilities like GPS, calendars, text notifications, and mobile-issue reporting to deliver interactive services that aren't possible with a website.

#### Opportunities

**Leveraging mobile interactivity.** Agencies can connect directly to smartphones, creating advanced interactive services for disaster preparedness and recovery, mental health services, motor vehicle permitting and licensing, and other use cases.

**Improving efficiency.** Mobile apps centralize and standardize content by pulling information directly from websites. This avoids duplication of effort when updating content.

**Putting everything in one place.** A mobile app creates a unified point of access to multiple data sources, overcoming agency data silos.

#### Implementation Challenges

**Expertise.** Agencies may lack the in-house skills to design, deploy, and support a mobile app.

**Staff or user hesitance.** Users and agency leaders may need help embracing mobile apps.

**App store rules.** The app stores that distribute mobile solutions often enforce strict compliance guidelines before approving apps for public use. This can make updates complex and time consuming. Professional app developers like Tyler Technologies alleviate this challenge by handling app store complexities for their clients.

#### Best Practices

- ✓ **Prioritize** use cases that put residents first, matching public needs with smartphone capabilities.
- ✓ **Communicate** early and often to convey value and encourage adoption.
- ✓ **Avoid notification overload**, which might prompt users to uninstall the app.
- ✓ **Partner with a technology developer** that has deep experience with public sector requirements and provides an environment that makes it easy to update and refine mobile app capabilities.

#### KPIs

- ✓ Total active users, user sessions, and session lengths.
- ✓ Traffic to sections and services within the app to assist with app adjustment, which ensures ongoing engagement.
- ✓ Return on investment.

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### Meeting People Where They Are

Building resident engagement means asking yourself what people need most from government. Advances in IAM, GenAI chatbots, and mobile technologies give agencies new ways to meet these needs.

Build a foundation for engagement by teaming with technology vendors who understand state government and the subtle factors that encourage people to interact with public agencies.

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